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## The Iowa Homemaker vol.26, no.7

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## The Iowa Homemaker vol.26, no.7

### **Authors**

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THE IOWA

# Homemaker



A REVIEW OF ACTIVITY IN HOME ECONOMICS AT THE IOWA STATE COLLEGE

FEBRUARY, 1947





## *A low bow in your direction!*

Who can measure the good done by you—the Home Economist?

Insurance figures tell us, for instance, that people live longer nowadays . . . that this generation is taller and sturdier. We believe that proper diet instruction has had much to do with these happy statistics.

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FEBRUARY, 1947

T H E I O W A

# Homemaker

A Review of Activity in Home Economics  
IOWA STATE COLLEGE, AMES, IOWA

VOL. XXVI, NO. 7

FEBRUARY, 1947

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## ON THE COVER...

*Center of activity for over 1500 women, the Home Economics Building overlooks the north side of central campus. Winter or summer, this building houses classrooms, offices and research laboratories for the Division of Home Economics.*

✱

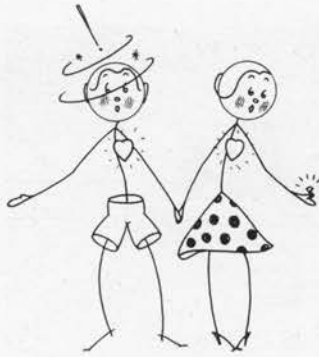
## COMING...

What goes on behind the counters of a big department store will be described in the next issue of the Homemaker when Nancy Baker reports on the adventures of three of last year's graduates. The trio, Ellen Mitchell, Letha Ronneberg and Doris Wiernsberger, are working at L. S. Ayres department store in Indianapolis. As trainees

in the store's new retailing course, the three observed operations behind the scenes and did actual selling in different departments each week. Gaining an overall picture of merchandising, service and the varied positions available plus a degree in home economics



is an opening into the retail field for these graduates. Working in the millinery department is one of the most amusing phases of the retailing training, the group agreed, because they must appraise the type of a hat a customer would buy from her dress and conversation.



*Is it the real thing at last?  
Ruth Hackett has ideas on*

## Five-Pound Party Plans

ANYTIME in the night a general buzzer in the dormitory or sorority house used to announce 5-pound parties. In housecoats and sleepy yawns the surprised guests devoured chocolates, ice cream and cake; sang sentimental songs and gave their congratulations to the groom-to-be.

Last year an announcement was made that men could not be in women's residences after hours. Reasons for this action were excessive use of privileges given and too frequent interference with sleep.

Many coeds wondered how enforcement of this ruling would affect the tradition of 5-pound parties. They have little cause for worry. A recent survey shows that while 21 engagement announcement parties were given fall quarter, 1945, the number increased to 37 in fall quarter, 1946.

Coeds still seem to be finding ways in which to surprise their friends with the announcement. One woman put small cards telling the good news under the salad plates, where they were discovered at dinner. Others give breakfasts at Memorial Union or have special desserts after Sunday dinner. At any rate, the statistics prove that the custom is still in favor here.

Giving a 5-pound party is one of the steps on the stairway to marriage. It may be used or skipped, according to the circumstances of the engagement. The first step on the stairway could be called the "coke date," the second one "the first date" and on up through "common friends," "letters during holidays," "going steady," "fraternity pin," "the engagement ring," "five pound party" and "wedding bells."

A 5-pound party doubled to a 10-pound one means that the couple are not only announcing their engagement, but the date of their marriage. And it may be half-joke, half-truth, that a 15-pound party means the announcement of a third member to the family.

UNLIKE formal weddings, where tradition settles everything including the details, a 5-pound party reveals the originality of the couple. None of them are alike. A clever scheme with favors that can be saved for bulletin boards is used to set the stage for the party.

The average 5-pound box of chocolates provides candy for 135 people, so most boxes are passed several times among the guests. The ring may be sparkling on top of the box or two chained pins may serve as the token of the engagement. After the bride-to-be gives her announcement, her fiancé may pass cigars or ice cream among his friends, if they had not been included before.

A typical 5-pound party could be planned like this. Vicky and Roger have decided that they should let the world know how they feel. She has her sparkling diamond but is keeping it a secret, she hopes. They reserve the candy and order small paper napkins with their two names across one corner. It may be necessary

to let the residence director in on the secret in order to get permission to use the dining room or kitchen, but the secret rarely goes any farther than that.

The next task is to choose a theme. Ideas used in past 5-pound parties might help Vicky find one for hers. The theme could be a song, a season, combination of fraternity symbols, how they became acquainted or what the future holds.

Vicky has heard of one 5-pound party given in the cyclone cellar by a couple who used a miniature stadium as the table centerpiece. Pipe-stem cheerleaders waved pennants with their names. Refreshments were hot dogs and coffee.

She has read about another announcement party centered on a small tennis court with the world "Love Match—Bruce and Barbara" on the tiny tennis racket favors. A sophisticated theme of top hats and canes using the colors of black, gold and shocking pink intranced Vicky. The favors for this particular party were match folders inscribed "To Enlighten You" and the couple's names. The candy came from under a silk top hat.

THEMES of the future interest Vicky. She finds parties based on the small white cottage inside a picket fence, with the ring under the "Welcome" doormat or posing as the door knocker. In another 5-pound party a graduating veterinarian's shingle hung out in front of a toy ark filled with small bandaged animals. Two dolls representing Noah and his wife held up the chained pins of the couple. The candy was underneath the ark.

Then Vicky finds themes on the present season. Once the climax of an Easter egg hunt was 10 pounds of candy. Big eggs announced the names and wedding date of the couple. Another springtime theme once used was centered on a gay spring hat. The tiny favors given away were cellophane top hats and little hat boxes containing spring hats.

Vicky and Roger decide on a Sunday afternoon party. For the centerpiece they find a crystal ball with which to tell the future. White chrysanthemums as magic clouds will rise around the ball. The favors they plan to make themselves will be little wands sparkling with fairy dust which unroll to reveal the words "Vicky and Roger under the Spell of Love." And from underneath a silk scarf will come the box of candy with Vicky's new ring centered among red chrysanthemums.

Vicky will invite her parents, close friends and Roger to the Sunday dinner. With the stage set by an accomplice while they eat, Vicky's friends will be surprised as they enter the living room after dinner.

After the final plans have been made, Vicky dreams of the traditional singing of "I Love You Truly" when Roger will place the ring on her finger and kiss her. And after the congratulations are over, both Vicky and Roger will find themselves engaged, Iowa State way.



*Dishwashing provides a happy respite from an evening full of studies for many typical Pammel Court students.*



*Shirliann Fortman  
describes quonset  
but life*

## *Homemaking Under the Round Roof*

**J**UST Holly and me, and baby makes three, we're happy in our quonset," Dick Herbert, Ag. Jr., might croon if he wished. One visit to 222 Pammel Court is proof enough.

Ever since Dick and Holly came to Iowa State in January, 1946, they've lived in Pammel Court. But fall quarter marked two big additions to their lives—a quonset hut and Howard, their baby.

Holly is delighted with the quonset. She radiates when she tells of the convenience of running water, the joys of not having to fold up a bed every morning, bigger closets and, better yet, an inside bathroom. Living in the trailer was fun, she says, but similar to pioneering. "I've learned now that as I go along I appreciate so much more all those things I always took for granted in a home."

Every day there are many things to keep a student's wife busy, especially when she has a 2-months-old baby. Right now Holly eagerly is awaiting the heater which will make hot water available in the hut. Then her cooking, cleaning and dish washing will go much faster.

Holly's mornings are filled. She gets breakfast and straightens up the hut but devotes most of her attention to Howie. All the things she doesn't finish in the morning plus any shopping are done in the afternoon. Twice a week when Dick has afternoons free, she goes down to sign up for her turn in the laundry trailer. Then the former Air Corps sergeant, who was a weather observer in Dutch Guinea and Haiti, watches his son.

Dick's evenings are filled with study, for after 4 years of army life returning to study requires full concentration. While Dick studies at the kitchen table,

Holly irons, mends and bakes. She prefers to limit herself to cookies, cupcakes and other foods not requiring an accurate temperature which would be difficult in her kerosene oven.

In her kitchen Holly has a large double sink, a refrigerator, a three burner range with a single oven and a small amount of cupboard space. She plans to enlarge the space by putting small shelves under the present shelves and the sink.

The Herberts use their own rugs with the furniture provided in the hut. Each couple may furnish the huts themselves if they desire. The heater, formerly used by the navy in Alaska, stands just inside the door in the front room. Off the small hall from the living room are two small bedrooms, one for the baby. The larger one for his parents is furnished with a bed, chair and dresser.

Social life for Holly and Dick is limited by Howie and a budget. Their favorite events are the Pammel Court dances at the Ames Country Club. Ordinarily they visit back and forth with three or four other young couples in the court. Saturday night, though, is special. Once in a while they go to the movies. During the week a few couples have the habit of breaking away from studies for a short interlude of coffee and chatter before the men return to their books. "This gives us both a lift," says Holly.

Life in a quonset has its ups and downs. The fuel isn't furnished as it was in the trailer, but their electricity, water, laundry and garbage disposal is taken care of by the court. The rent is higher than for a trailer, but there's more walking space inside. The high prices of food strain the budget, but everyone is sharing that experience.

# Home Economists Look to New Horizons

*Katherine Goeppinger, a former home economist in business and now professor of journalism at Iowa State, reports the last word on new opportunities for home economists in business. This article is based on a questionnaire sent to persons in positions to observe national trends—home economists in business, vocational guidance chairmen, college placement directors, trade association officials, manufacturers.*

NEW positions, such as those in television and foods photography, are opening up for home economics businesswomen today. Existing departments are expanding rapidly to meet new demands, particularly in food, textile, and equipment firms.

There are more positions, new and old, but a shortage of home economists to fill them. The situation is accounted for in part by competition from the teaching field. Where graduates can start in teaching positions at from \$2,000 to \$2,250 for a 9-month period, they are reluctant to accept lower-paying business positions. Many home economists plan to work only a couple of years and are not interested in ultimate salaries. Some business firms find that beginners need a year of apprenticeship before they are ready for higher paying positions.

Turnover in the home economics business field has been quite rapid because of this competition of higher salaries in other fields and women leaving the field for marriage. However, one interviewee reported that graduates who had entered more lucrative positions during the war are now anxious to enter the business field. They will find interesting new positions open in television, radio, food photography, visual aids preparation and in home economics libraries, in addition to openings in long-established fields.

One interviewee stated: "The fields open to trained graduates now are so varied that specific training is necessary." College courses in newer fields, such as television and preparation of visual instruction material, could well be part of such training.

Television highlights the attraction of radio. Home economists can give classes in infant care, cooking, party and menu planning, and other homemaking skills via television. For this, of course, they will have to perfect their techniques and be better groomed than ever. Facsimile broadcasting—use of charts, maps, graphs, or illustrations—is another tool the home economist in television can use. And there is a place here, too, for home decorators and costume designers to assist in program preparation. Yes, many opportunities are appearing for home economists who have dramatic and speaking talents as well as the personal appearance to make themselves known and felt in the field of radio.

Another new type of position opening to the home economics graduate is that of directing production of educational films which depict homemaking situations. In the same zone, foods photography is demanding more technicians trained not only to prepare food but to arrange it and handle the photography, too.

FROZEN foods occupy the spotlight in food service. Homemakers need to be taught how to use their quick-freeze equipment, as well as how to prepare and serve frozen foods. Too, dehydrated and concentrated food processors need home economists to teach consumers about their products.

Return of electrical appliances and appearance of newly developed textiles in the market call for home economists to handle still other types of promotion and instruction work.

For the graduate who is transportation-minded, railroads and steamship and airline companies are



opening more positions, both in food service and in care of children who are traveling.

Personal shoppers in department stores and consultants for clubs and churches doing large-quantity cookery are examples of other business openings. Free lance home economists are needed, too, to serve advertising agencies who require home economics consultants for some of their accounts.

Architects need home economists trained in house planning so that new homes will be easier to live and work in.

Demand for home economics journalists, both in editorial and advertising work, continues—even ghost writers for big-name home economists are demanded.

Many utility companies throughout the United States are expanding their home service work and have need of home economists. Wholesale distributors, too, demand their services in product promotion.

The increasing demand for home economists is apparent. Iowa State College had 2,768 requests for graduates during the year prior to June 1. Almost half of these requests were for teachers. Requests for graduates for food service positions were one-third over the year before. Demands for hospital dietitians doubled. To add to this competition, one-third of the June graduates planned to be married immediately.

The situation adds up to a lively challenge to the graduate who has ideas and ability, knows where she wants to go and is willing to be an alert apprentice.

—Reprint from *Journal of Home Economics*



*Feeding special diets to white rats is a method used by graduate students doing research in nutrition.*

# Graduate Studies



## Solve Research Questions

*Marjorie Clampitt tells how a research fellow works for a master's degree.*

**U**NENDING problems lie waiting to be solved in the fields of home economics. Young graduate women are needed to go into this research; each new discovery provides several avenues for further study.

Bachelor of science graduates may obtain 9- or 10-month part-time graduate appointments; they may receive a fellowship, generally for research in foods and nutrition. These fellowships, carrying a stipend of about \$800 for the school year, require that the students help with the departmental research program.

First of all, how are thesis research problems selected? Often this same departmental research problem offers good thesis material. One of the common sources is from questions left unanswered in regular college course material. So the graduate student's first job is to select the problem in which she is most interested.

After the selection comes hours of reading and study on that subject and related subjects. A suitable background of information must be absorbed so that the graduate can strike out on an unsolved problem with considerable understanding of the total subject. This much, preliminary to the actual experimental work, is equivalent to about one-third of the entire amount of work on the project.

Miss Helen Walker, who came to Iowa State from Mary Hardin-Baylor College, Belton, Texas, is one of about 30 graduate women in foods and nutrition. Appointed to a research fellowship, Miss Walker is doing her work on riboflavin. As an assistant under Dr. Gladys Everson, of the Department of Foods and Nutrition, she is working on the department project and for her thesis is separately studying a section of the problem.

The next step in the research procedure for her thesis is working out a method for analyzing riboflavin as the relationship between intake and excretion is a vital factor in studying its availability. Using different methods of analysis, many tests were made on identical samples to find the most accurate method for determining the amount of riboflavin in foods and the best methods for determining the amount excreted in the urine. Analyses are checked and rechecked until 100 percent of the riboflavin can be recovered and the results compare closely. From 1 to 3 months may

be spent in judging the techniques of such analyses.

All the groundwork is now laid for actual experimentation. Miss Walker's study required that healthy women eat a specially planned diet for a period of 12 days. Two women in addition to Miss Walker followed this diet for her problem. All food was analyzed for riboflavin and all urine was collected and analyzed to obtain the relationship between intake and excretion of riboflavin.

The menu had to meet many qualifications. The food had to be of a type that would remain uniform for the total time. For example, at breakfasts canned orange juice was used instead of fresh. All the cans were opened, mixed and recanned so that the composition would be the same throughout the entire period. Several packages of cornflakes were mixed to obtain uniform servings. Since milk contributes a large proportion of riboflavin it had to be carefully handled and well protected from light. It was obtained from the large quantities pasteurized in the college dairy and was frozen until ready for use in this experiment. The bread was taken from one baking of a large bakery and frozen until use. For meat many pounds of round steak were ground thoroughly, mixed and then frozen in small 100 gram patties. By freezing or recanning the food, it was possible to maintain the uniform diets of utmost importance in this experiment. On the first and last days of each study, portions of the diet were weighed out and analyzed for riboflavin content.

Because this was her problem, Miss Walker was responsible for the planning of the diet and the preparation and serving of the food. She also had the work of analyzing the food eaten and the urine excreted.

The excretion of riboflavin during the period when this diet was consumed was next compared with that resulting from additions of purified sources of carbohydrate, protein or fat. A change in excretion of riboflavin was found especially when increased amounts of fat were added to the diet. This influence on riboflavin excretion indicated that any technique used in measuring availability in the future would require the ingestion of a constant quantity of fat, carbohydrate and protein.

The last one-third of a research problem similar to this is the thesis. It must not be written for scientists only, but so that the average intelligent person can readily understand the aim and trend of the problem.



Eloise Davison, M.S. '24, director of Home Institute for the New York Herald Tribune, liked "Education—America's Magic" by R. M. Hughes and W. H. Lancelot so well she rewrote her speech to Iowa State home economists to quote it.

# Headlines Challenge Home Economists

ONE OF the most heartening headlines of interest to every home economist . . . is a research study published not by a home economist, but by Iowa State College's President Emeritus Raymond M. Hughes and William H. Lancelot, professor of vocational education. The book "Education—America's Magic" was published by the Iowa State College Press recently. The chapter I refer to particularly is the one called "Education for Women."

"When we consider that 18 of our states containing 73 million of our people were failing to maintain their population in 1940 we recognize that something is wrong.

"Enormous advances have been made in the education of women. They have been offered all that has been prepared for the education of men. Many special courses of particular interest to women have been provided, even courses on marriage. However, all courses that bear on marriage and children have so far been largely incidental, casual, elective.

"A new accent is needed, a far-reaching urgency that two or three children should be in every family and that the wife's first duty is to rear such a family up to manhood and womanhood in such a manner that they will become useful, noble citizens.

"It seems important to the nation that home economics instruction be included in all high schools and colleges and that at least in part it should be required of girls. It seems further that the required courses should include homemaking and child care, definitely pointed toward the home life of the girl and not toward professional employment. Such instruction is essential to a girl's happy and most useful life. It is obligatory on schools to see that she fully understands how greatly all that concerns children concerns her. The schools must train men to serve usefully and earn a family living. They must train women to bear and rear wisely two or three children. All else of culture, of vocational ability, of everything useful or good or beautiful that can be given to youth is greatly to be desired. This is an educational imperative."

## *Design Courses in Step with Times*

Upon the average home rests the responsibility of the decision of every present issue—we should make sure that the courses designed for helping people live in homes successfully are broad gauge enough to keep

pace with new world opportunities. We need cultural education and inter-cultural and inter-racial understanding—we need good general education just as good general education needs good home economics.

Needless to say, all the issues ahead are not crystal clear or simply solved. I'm not sure I can even state the problems correctly, but here are a few of the headlines that challenge all of us.

Just as frustrated children do strange things, so do frustrated nations.

Not enough people are adequately fed here in the richest of all countries or in any other country either.

Not enough people are adequately housed and not enough home economists are doing anything about it.

We've nothing like enough trained leaders ready to take new important jobs. We've failed dismally in training for leadership. Now is the time to begin to do something about it.

Children all over the world during the war years were taught that lying, stealing and deceit were laudable. How will we prepare today's embryonic statesmen to meet this? Homes cannot escape this implication.

In spite of all the years we've worked at our child care problem—one of the major problems the armed forces had to deal with was the large number of boys who broke under the stress and strain of war because they'd been kept too dependent too long on mothers who were too unwilling to relinquish their hold because they couldn't stand the implications of mortality.

## *Avoid Making Habits an End*

We haven't learned to guard against getting lost in the trivia of life. There's no place like home in which the urgencies of the moment can engulf so completely. Granted that it's hard to routinize the processes of living without routinizing our thinking. Still, all too many of us have never learned to make the habits by which we live a means and not an end. When that happens, minds get unfogged.

In a world where there is an atomic bomb, we begin to see the futility of getting lost in a labyrinth of anything.

So in the coming years, using as a spring board that core of definite, essential, established knowledge we have at hand—of importance in all homes everywhere, we'll have to build with sensitive hands and hearts, a changing program. This means, it seems to me, adding a leaven of the future in the lump of the past.

I hope that today's home economists can pull out a new bolt of cloth colorful beyond the spectrum with a brighter sheen than any we've known before, and that you can lay your carefully drafted patterns on with all the lines placed accurately—that the material you use, like so much of today's magic material, will never shrink or warp or buckle or get distorted and that every stain or mar will wipe right off.

# Both sides of the Pacific

## *She Works in California*

**D**IRECTOR of the YWCA, in Riverside, Calif., is Dorothy Jo Moreland, '43. After graduating in home economics education, Miss Moreland spent 2 years teaching in Iowa high schools and 1 year serving as a dietitian for the United States Army.

Miss Moreland chose this position as program director for the younger girls because she likes teenagers. She enjoys helping channel their high spirits



Teen-age girls build, sand and finish furniture with the aid of YWCA crafts leaders

and energies into constructive activities. The program is designed to give both fun and educational experiences which will help develop mature attitudes toward family relationships, work, religion, dating and social responsibility. Such a program is carried out through social clubs, interest groups such as crafts, dramatics, and reading and writing, counseling, camping and co-educational activities.

Volunteer adult advisors carry direct responsibility for working with the young peoples' groups. One of Miss Moreland's primary tasks is the recruiting, training and supervision of these adult group advisors and leaders. She works directly with the girl leaders in

inter-club council activities and city-wide and area training conferences.

In addition to her work within the YWCA, Miss Moreland works with other youth-serving agencies in the community to plan and execute programs. They include week-end coeducational conferences and summer camps designed to meet the needs of all young people.

Salaries are equal to the best paid in the field of social work. Miss Moreland states that her beginning salary in the YWCA exceeds the average teaching salary in Iowa. Reasonable working hours, timed largely by the worker herself, a month's vacation on full salary and an excellent retirement fund are just a few of the features of YWCA work which made it a career with a future and the promise of security.

## *She Works in Honolulu*

**E**VERYTHING from hula dancing to classes in Chinese and American cooking make up the program of the Honolulu, Hawaii, YWCA where Harriett Pratt, '44, is assistant dietitian of the cafeteria.

The YWCA in Honolulu has the wholehearted support of the entire community and membership includes all races. There is a well organized and varied program for both children and adults. Miss Pratt teaches the class in American cookery. Most of her students are Japanese and Chinese women between the ages of 20 and 30. They are anxious to learn the technique of making the traditional "light" baking powder biscuit and other state-side dishes.

Planning menus and supervising their preparation bring special problems in Hawaii. Oriental tastes differ from ours. Rice instead of potatoes is the staple food. Many native fruits such as the papaya, which is comparable to the cantaloupe, vary the menu. Shortages caused by the shipping strike and the sugar strike and prices beyond reason have recently complicated the food situation.

Because the cafeteria employs orientals the dietitians must learn their tongue and introduce American recipes to them. As is typical of any tropical climate, energy is at a minimum. More time must be allotted to food preparation. The kitchens are not modernized for efficiency, and hand preparation prevails.

The cafeteria is open during lunch and dinner hours. The seating space is augmented by a terraced patio where about 1,000 customers dine daily at the umbrella-shaded tables.

While at Iowa State Miss Pratt majored in institution management. She never thought that this major would lead her to Hawaii with its many interests and wealth of new experiences. Social life is emphasized and every holiday is tenaciously observed.



# What's new in ...

## Foods and Nutrition

*A new jellied cranberry sauce* retains the original bright color and fresh flavor. The berries are steam heated for 2 minutes to avoid the usual darkening and bitterness. To prevent weeping of the jelly a small amount of citrus pectin is added. The jellied sauce is stored at freezing temperature until serving time.

★

*Potatoes* are a good source of ascorbic acid under ideal conditions. But tests showed that mashed potatoes lose 39 percent of their ascorbic acid during steaming and up to 95 per cent after being cooked and left standing on the table.

★

*From the instant fruit* is cut with a kitchen knife it loses vitamins through contact with air. Tests show that only when chopped, not sliced, with a plastic chopper and then served immediately did fruits maintain a high vitamin content.

★

*The presence of ripening apples* will prevent potato sprouting because the apples give off ethylene gas, which inhibits the growth of potatoes. But the apples take on unpleasant flavors. Also chemicals similar to hormones regulating the natural growth of potatoes can keep them from sprouting for at least 10 months.

## Textiles and Clothing

*Metal threads* are taking on great importance in the manufacture of "metal run" cloth. Aluminum metal yarn covered with a plastic film is one of the newest. The untarnishability and washability of plastic covered metal fibers will make them appropriate for beachwear apparel as well as evening wear. Their use in table and home decorating materials will provide a new note in interiors.

★

*Antique hand loomed tapestry linen* can be imitated in quality and appearance in a new drapery and upholstery material. A blend of linen and high tenacity rayon, it is produced in both solid colors and print effects.

★

*A new upholstery fabric* is made by applying a synthetic resin plastic coating to a woven fiber base of heavy cotton. The resin is baked on with the help of infra-red lights.

## Home Management

Only 8 out of every 100 women workers are primarily interested in the position itself. Another eight work to own a home, to be free from debt or to educate their children. The remaining 84 work mainly to support themselves and others.

★

*Of the women workers* who live in family groups, 15 out of every 100 support the family alone while

over half contribute more than 50 percent of their earnings to household expenses. One out of every five women workers lives alone and supports herself.

★

*New York City* department store customers who during the war moved "upstairs" and stopped patronizing the lower-priced basement stores are beginning to descend the stairs again as prices rise. A survey disclosed that that percentage gain in sales in four basement sections was larger than for the store as a whole.

## Household Equipment

*The latest in mousetraps* is a plastic affair with the usual bait that lures the mouse. But on contact the mouse is knocked flat with an electric current. The current released gives humans only a slight shock, but is sufficient to electrocute the mouse and throw him a few inches away from the trap.

★

*A portable electric mixer* is made of light-weight, durable plastic. It is easily held in one hand and can be used in any type of mixing container. The 8-foot extension cord allows the mixer to be carried any place in the kitchen.

★

*An ice cream freezer* that looks like an adding machine can produce two servings of smooth-textured ice cream in less than a minute.

★

*A home disposal unit* to be installed in the utility room or kitchen is designed to dehydrate the garbage and burn it slowly. The refuse is reduced to a fine powdery ash with no accompanying smoke or odor.

★

*A kitchen planning service* has been started by a New York City department store to help customers plan modern kitchens and laundries. The customer brings the store expert a rough plan for her present arrangements. From it a convenient kitchen that is within her budget is designed.

## Applied Art

*Sweet peas, delphiniums* and other cut garden flowers are being raised in Haiti this winter for air shipment to eastern United States cities. The flowers are fumigated on leaving the fields, so that they won't bring in pests or diseases. Their cargo planes fly at sufficient altitudes to provide the ideal temperature for keeping the flowers fresh.

★

*Greatly increased supplies* of American fine china are expected by this spring. In prewar days 97 percent of the china used in this country was made abroad. Only 200,000 dozen pieces were made in this country. Postwar domestic production soon will reach 2,000,000 dozen pieces.

★

*A one-way window-mirror* combination functions as a reflective surface when viewed from one side and as an ordinary window when turned around.

# Home Economics Journeys

## From Iowa State to China

*Jean Ory interviews Dr. Florence Pen Ho, one of China's leaders in the field of nutrition*

WHEN Dr. Florence Pen Ho returned to China in 1941 the war in the Pacific was just 2 months off. She had to travel by plane and could not carry much teaching material or many textbooks. After her current year at Iowa State Dr. Ho hopes to take back to China much more material to help in teaching the Chinese women how to build a healthier nation.

Over 60 students enrolled in Dr. Ho's first home economics class at West China Union University. There were 12 in her first graduation class.

In addition to her work as one of China's leaders in the nutrition field, Dr. Ho is a director of her provincial experimental nursery school. But her main work is helping her people understand and overcome the difficult food problem which exists.

Even before wartime food shortages the general Chinese diet was inadequate, states Dr. Ho. Studies made in cities proved this to be true. And in the country, home of the lowest economic group, diets were undoubtedly even poorer.

A Chinese likes to start his day with a hearty breakfast. This would include porridge, preserved vegetables such as white beets or pickles and soybeans or a steamed bread with soybean milk. However, as income decreases, meals become simpler until many of the poorer people eat only porridge for breakfast. The Chinese are fond of soups and serve them several times a day. One of their favorite kinds is made with the water drained from cooked rice. Along the coast, seafoods also are used widely.

In different parts of the country this basic diet varies greatly, says Dr. Ho. In south China rice is the staple. Some animal protein such as pork, eggs, fish, fruits and vegetables supplement it. Poorer people eat only rice with a few vegetables. Meat is a rare treat served on special occasions.



In north China wheat is the staple food. Wealthy people add rice, pork, eggs, fruits and vegetables to their menus. The poor live on millet, corn, soybeans and some vegetables. People living in the mountains also eat a large quantity of corn. Theirs is usually a vegetarian diet.

In west China, where Dr. Ho lived, the climate is so mild that three and four crops can be grown each

year. Therefore the people have fresh fruits and green vegetables all year round. Fruit trees are abundant; the people also grow rice, wheat and corn. However, at present high prices few Chinese can afford to buy fruit or meat. These are luxuries. And because the Chinese do not have a cold storage system or method of keeping fresh foods, staples must make up a large part of their diets even in this western part of China.



At present the Chinese diet is much lower in calories than it was before the war, and it was below standard then. Cereals provide more than 80 percent of the calories. The wealthy generally ate enough protein, but the poor could not afford to do so unless soybean products were used. Also below the optimum were fat, calcium and vitamin C. In places where there is little sunshine, the vitamin D deficiency is significant.

SOYBEANS and their products play an important part in the Chinese diet. They are the most important source of protein, calcium and thiamin. People often make soybeans into a milk drink by grinding the beans with water to form a white liquid. This is strained and the liquid boiled. The solid residue is fed to pigs or chickens. Sometimes this soybean milk is made in a powdered form to preserve it. Its calcium content can be increased by addition of bone meal. In the south, poor people use soybean mixtures as staples, but not often enough or in large enough quantities to insure balanced diets.

During the war the government issued unpolished rice, which contains the thiamin and iron lost in polishing off the outer coating. There was no labor in the country to do the hand polishing. Polished rice and wheat have been used in the cities particularly.

Through Chinese history the emphasis in regard to foods has been on the dishes and flavors themselves. The relation of food to health has received little attention.

Education in nutrition and food preparation, believes Dr. Ho, can improve Chinese diets at no extra cost. She makes several suggestions. Educators can stress using more soybean products to supply protein and calcium. More vegetables and fruits should be used in place of rice. Potatoes and whole grain cereals such as millet, kaoling and corn should substitute for highly polished rice and wheat. Eggs and other animal foods should be used whenever possible. Proper cooking methods should be taught to avoid possible destruction of vitamins and minerals.

## Wardrobe Accompaniments

# Chase Winter Blues

by Jean Bunge

VICKY had only to look around at a few of her friends to discover how Iowa State women are adding variety to their wardrobes with new and stunning accessories.

When she saw *Sherron Boyer* with an imported German fish-skin hand bag, she went closer for a good look. The bag is rectangular with a rough cork-like finish in hues of British tan. The shoulder strap adjusts double to a hand strap, and the square-top envelope flap closes with a loop. It is completely lined with soft white kid.

Vicky gasped a little when she saw the sparkling beauty of *Sherron's* French platinum bracelet. It is set with six square-cut emeralds surrounded by simulated diamonds. It makes Vicky wish she had a father overseas to send her the things *Sherron's* dad does.

*Ann Kerrigan's* three hat boxes aroused Vicky's curiosity, and she yearned for a peek. Ann was obliging so Vicky had a few moments of delight looking them over. First she saw a black felt off-the-face chapeau with an open, lattice back. It was fashioned with a widow's peak point and had a spectacular blue feather.

Another of Ann's specialties is a hat with a rough finish, green wool band around the bottom of a high, gray felt crown. The front is jeweled with a pattern of large, multi-colored stones.

The most unusual of Ann's collection was a black velvet and satin creation with a snug cap and open-back velvet bonnet crown. The hat ties together with a bow in the back.

Ann's favorite brown felt is trimmed with satin in a casting Russian Cossack style. Three close tucks in front make it unusual. Ann told Vicky that it took her and a little French hat stylist in California 5 months to dream it up.

Vicky turned ever so slightly green with envy when she saw *Audrey Johnson's* new gloves. They're black kid with four large gold eyelets on just-the-right-length cuffs. Laced in the eyelets are crushed kid ribbons.

*Joan Bradshaw* has a wonderful idea for a hobby that's an accessory, and Vicky found out that her gold charm bracelet has a lot of significance, too. Jo's mother started it for her when she had a lead in a high

school play. The first items were two delicate golden masks. Among the things she has received to add to it are a tiny mortar board when she graduated from high school, a tea pot when she passed beginning foods and a fish as a remembrance of a whopper she caught or perhaps just told about. Jo's not even guessing what she'll get when she finishes home management house this six weeks.

Full of accessory ideas, Jo gave Vicky some tips on using scarfs. She wears a couple of silk prints as hair bands, ascots and belts. She even fastens two together and uses them for dickeys with plain colored suits.

*Mary Ellen Watt* took delight in showing Vicky the strikingly different silver belt old Santa went to Memphis to get for her. It has a chain of flat, rectangular links, accented by a large key of heavy filigree. Hanging from it is a silver locket set with a turquoise stone.

*Janice Schroeder* showed Vicky a hand tooled leather belt with an unusual shape. It is about *that* wide and

is made up of large circles and curly rectangles. And *Marilyn McQowan* brought out a novelty chatelain, two tiny chameleons.

A take-off on an Eisenberg print is *Philomena Beck's* proudest possession of the moment. The colors are chocolate brown, chartreuse and turquoise; the pattern is three dashing horses' heads.

For that special formal dance Vicky casts a wistful glance at *Jean Perry's* silver corday evening bag. For church Vicky sighs for *Dorothy Hodgekiss's* little black suede hand bag. Just from observation it seems to be constructed from two pockets, one above and a larger one below.

Vicky turned to stare when she saw *Elene Parrott's* soft, cream colored doe-skin gloves. They are accented with brown stitching and were made by British World War II veterans.

For a spectacular effect *Dorthea Barth's* red shoes took Vicky's eye. They are beautifully simple with a curled red leaf stitched in red the only ornament.

*Accessories add endless variety to basic suits, dresses, jackets and slacks.*





# Shoe Care Means Longer Wear

*Consider rules of footwear as well as looks when buying shoes, advises Charlene Stettler*

CAMPUS sidewalks at Iowa State probably see more leather in a day than any other sidewalks in the state. Footwear going to class varies from saddle shoes with run down heels or flopping sandals to G. I. flying boots and old standby moccasins. But there comes a time when everyone of us must buy new shoes.

When you go shoe shopping, there are several important things to consider.

## *Solid Comfort Rates First*

No matter what the quality of the shoe may be, it must fit comfortably for ease of walking. Top quality footwear is of no use to you if in wearing it you acquire tired aching feet. No matter how good-looking the shoes are, how persuasive the salesman is or how dire your need—if the shoes are not your size, don't buy them. The 26 small bones in your foot gradually become displaced from their normal positions if the shoe does not fit. The pressure resulting from poorly fitting shoes may cause pain in the calf muscles, thighs, hips, spine and even a general upset of the nervous system. And when feet are cramped into poorly fitted shoes, graceful walking is impossible.

Let the clerk measure your foot each time you buy shoes. Sizes are not standard. Your foot becomes longer when it supports the full weight of your body—therefore, it is best to stand in a relaxed position when your foot is being measured.

Those neat looking saddle shoes are not for you if there is not at least  $\frac{1}{2}$  inch space between the end of the big toe and the end of the shoe inside.

Free your ankles. Choose a shoe low cut around the ankle to allow for free movement and good circulation but see that it fits up well around the heel so it will not slip.

You'll lose your natural poise by donning high heels for general wear. To best support the natural heel of your foot, select a broad heel not over  $1\frac{1}{2}$  inches high for classwear. Save the high heels for special parties.

Shoes should be high enough at the instep to provide a good grip on the foot.

## *Care For Your Shoes*

Day after day, your shoes protect your feet as you tramp through snow or slosh through rainy-day puddles. And they protect the feet from the scorching sidewalks in midsummer. Be good to your shoes. They love life, too. Good treatment prolongs the life of leather.

1. Runover heels should be repaired immediately or else the shoes may be permanently ruined and the wearer suffer faulty posture.

2. Leather shys away from water. Shoes should be protected from rain and snow by overshoes or rubbers. Wet shoes should be dried thoroughly before being polished and worn again. Any surface too hot

for the hand is too hot for drying of leather. Moisture and heat draw oil out of leather, making it hard, brittle and uncomfortable to the foot. Put wet shoes on trees or stuff them with paper while drying so that they will not lose their shape.

3. Shoes should be treed between wearings so they will hold their shape longer and look better.

4. Shoes should be kept on shoe racks, in shoe bags or on shelves away from dust to save unnecessary cleaning.

5. If soles are repaired before they wear clear through, the shoes will give added service and comfort.

6. Give your shoes new life by cleaning them regularly and often.

For *kid, reptile, calf, kangaroo* and other lightweight, colored leather use cream or liquid dressing. It cleans and dresses the shoes at the same time.

For *heavy weight, smooth leathers*, clean and polish with a paste polish. Buy a reliable brand of polish because some inexpensive polishes will crack the leather.

*Suede, buckskin* and other colored napped leathers should be brushed daily with a bristle brush. (A wire



brush will break the nap.) Liquid suede dressing can be applied and allowed to dry followed by a second brushing. Dry powder can be used too. A thorough brushing afterward will remove all traces of powder.

*Patent leather*, naturally waterproof, is easily cleaned with neutral soap and water.

## *Quality Is Important*

Your shoes may serve you an extra year if you choose top quality when buying. Buy the best quality materials your pocketbook will allow.

Calfskin of good quality is firm, resists scuffing and gives good service. The better qualities are called full-grained leather. Kid is goat leather and is strong. It does not crack but it scuffs easily and its finish is affected when treated with oil or wax.



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Sue-Marie Schreiber,  
'43, signs Ann Pills-  
bury as much as she  
does her own name.



## *Food Counselling Is Fun*

**S**HE'S supposed to know all the answers—that's her job. Whether it's a request for a recipe for Hush Puppies or a homemaker wondering why her bread won't rise, Sue-Marie Schreiber cheerfully answers all inquiries.

Sue-Marie joined the staff of Pillsbury's Home Service Center in Minneapolis last April. It was then that she took over the answering of the hundreds of letters that begin "Dear Ann Pillsbury."

"Homemakers can think of more questions than college professors," says Sue. Frequently she has to hit the books and dig out information as if she were studying for finals. The work is facilitated by the use of form letters, printed booklets and a dictaphone. In that way it is possible to answer hundreds of letters and mail thousands of booklets each month. This is in addition to handling Twin City telephone inquiries.

Part of Sue-Marie's knowledge of the desires of American homemakers came through her work with General Electric in Bridgeport, Conn. There, as a test engineer, she worked on postwar automatic washers.

Answering letters is Sue-Marie's main job at the Ann Pillsbury Home Service Center, but it's far from being the only one. Frequently homemakers, home economics classes or convention groups visit the Home Service Center. Then the entire staff turns hostess. Occasionally dinners are served in the Georgian dining room of the center with the department preparing and serving them. Or maybe a food editor or home economist is visiting in Minneapolis and a reception is given for her at one of the hotels. Then the tables are turned and the staff attends as guests.

"As an undergraduate, I did not realize how much Iowa State would still counsel me when I was in business," smiles Sue-Marie. "Dr. Louise J. Peet, head of the Department of Household Equipment and Mrs. Mary Sather, assistant to the dean of home economics, have been particularly helpful in the years since graduation. Being a home economist in business is FUN!"

# Glamour Is Her Business

*From comparison shopper to buyer is Clara Dollar's history, tells Mary Margaret Ryan*

**Y**ES, glamour is her business. Clara Dollar, '42, meets it every day as a cosmetic buyer for the Sears and Roebuck Company.

Miss Dollar's work entails purchasing all lines of cosmetics for 100 retail stores and 10 mail order branches. She also plans the cosmetic copy for the eight catalogs published each year and decides what items should be featured and what quantities of each item the company should buy.

"It is interesting to see how accurate your estimates are in ordering," Miss Dollar states. "For example, I might secure 50,000 units of an item for sale in a given catalog. Sometimes I wake up in the night from a bad dream of seeing car loads of lipsticks or jars of cleansing cream idling away on railway sidings. Fortunately, the sales figures usually are most gratifying."

Another phase of Miss Dollar's occupation is in merchandise and retail development. At present this work concerns setting up cosmetic departments in 80 new retail stores which will open this year, establishing improved displays and retail selling. It also involves formulating new lines and designing new packaging.

Miss Dollar's career in cosmetics began when she worked as a comparison shopper. She shopped all her company's retail competitors to determine the quality of their merchandise. The best features of all could be included in her firm's products. According to Miss Dollar, comparison shopping provides excellent training in merchandising and gives one a detailed familiarity with retail methods and information on many types of commodities.

Comparison shoppers work both inside and outside the store. They may compare values and prices, check the parent store's completeness of stock or report competitor's scoops. They also check quality of service, courtesy of salespeople or completeness of stocks in the home store. Only home economics graduates are engaged for this work.

As a result of one of her reviews in the cosmetic line, she was made assistant buyer in the cosmetic department of the company. Later she was appointed buyer.

Miss Dollar states that there are excellent buying positions with mail order firms or with large department stores. More than 3 billion dollars worth of business is transacted in the fabulous department store world each year. Women do 90 percent of the buying and constitute three-fourths of the store employees. There are varied opportunities for women in the department store field, but the road to the top is a hard one.

"Every student with an eye on merchandising should be cautioned," Miss Dollar advises, "that about a 2-year training period at a fairly low salary is required before one is considered eligible." Many firms conduct courses in merchandise, salesmanship, fashion, cos-

metics, textiles, interior decoration, according to the department for which they are preparing the employee.

A general background in home economics is necessary for anyone planning a career as a buyer. Miss Dollar mentions that art, sales psychology and advertising psychology were courses most useful in training her for her present position. An understanding of art and textiles is fundamental to phases of work concerning fashion and design.

"I believe a judicious sprinkling of college activity is important in preparing one for merchandising," states Miss Dollar. During her years at Iowa State, she was active in the League of Women Voters.

Besides this, to be successful a buyer must be enough of a gambler to trust to luck. She must have confidence in her own ideas and the drive to put them over. She must be able to meet success with modesty and dismal failure with a smile. She must also possess a touch of the spirit of Janus, the two-headed Roman god. She needs the ability to see merchandise from the consumer's viewpoint.

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## My Valentine



### A Smart New Suit

One of a collection of new spring styles  
now on display at

Lila B. *F*romm  
WOMEN'S WEAR

## Notions

### for campus and home

Margaret Buswell dips into the experience of several Iowa State coeds for these bright ideas

**A** CENTER of interest for a Valentine party tops a list of tips for successful and cheerful home-making.

Marjorie Sievers describes a heart-shaped arrangement of nuts and homemade candy, placed on a large white doily in the center of the party table or buffet spread. The nuts are piled in the shape of a small heart, the divinity is placed around these, and the fudge around the divinity.

\* \* \*

Add unique sparkle to your favorite dessert, says Sarah Breman, by dipping a cube of sugar in lemon extract and placing on each individual serving. When you serve the dessert, ignite the cube. As the extract burns, making a small flame, the sugar melts but leaves the dessert unharmed.



### Just Between Us . . .

There's just one place to have clothes **REALLY** cleaned — and that's at College Cleaners.

Let us restore the original beauty to your clothes, curtains, drapes, slipcovers and blankets! Yes, we clean everything.

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Beverly Sieg, '46, writes how she made a gradual transition from plaid shirt college days to a career in Minneapolis

## '46 Graduate Combines

# College and Career

**T**HE step between college and career can be great or small, however you want to make it. I preferred to do it gradually.

One of the first things I did was to select a city of the size I liked, that had a good university and one or two people I already knew. That was Minneapolis. And then before graduation I made a trip there to find work in the field I wanted—a combination of journalism and clothing, which amounted to fashion advertising.

Certain of a position and with prospects of a good room, I settled down to having a long summer of fun. I believe a good vacation is necessary to give a tired college graduate the enthusiasm to launch on something new.

Of course the simplest way to prepare for a career is to take every course you'll need while in college. But how many freshmen know what they will want to do 4 years later? Therefore, it is not only a good idea to coordinate your electives to supplement your major but also add to that education all of the outside experience you can get. Shop around in the various activities offered and concentrate on the one you enjoy the most. The majority of journalism training I am using in fashion advertising is coming from my experiences on college publications. These experiences outside of the classroom also taught me how to work with people, which is important in business.

My art courses are especially helpful in planning layouts and retouching old artwork for engraving. I am constantly being called upon to name fabrics and

their fiber contents. My judgment of styles and fashion terms began its training in costume design classes and is improving now by my constant reading of the current fashion magazines and *Women's Wear Daily*.

Making your wardrobe suitable to office wear may also present a problem. This can be made easier if you will use a little foresight your senior year and select suits and dresses that will do double duty for college dates and office wear.

Your home away from home is important while changing from college to career. Apartments sound like fun, but they're hard to get. I think living with a former college friend who likes the same things I do is much better. We have a large room in a house with 18 other women, half of whom are students. Bonnie Beaty, '45, and I are even fortunate enough to be able to get home-cooked meals in a tea room just around the corner. It caters to nearby students and working girls and has a wonderful collegiate atmosphere.

Add to that one course in the night school at the University, like I have, and you're back to the old system of studying one night a week. For entertainment you have football games, concerts, plays, university dances and bowling at the Union.

If you are happy with your work, your living conditions and the type of fun you're having, then you've made a successful change from college to career. It's a wonderful challenge!



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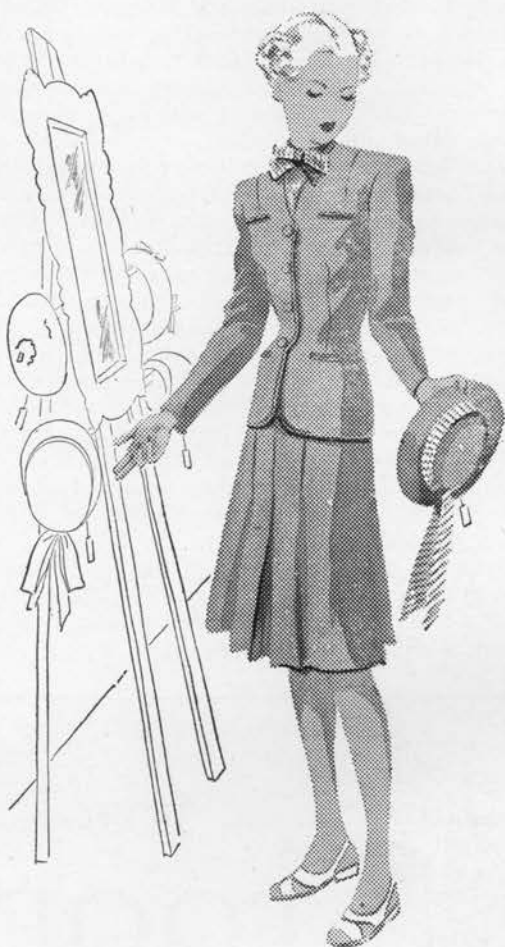
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Every Co-ed is fussy about the way a suit stacks up. You want shoulders just so . . . waistlines slim as a whistle . . . skirts cut to give you freedom. You like colors gay as a carnival. And what's wonderful . . . you'll find everything you want in our Spring Suit collection.

Suits — Fourth Floor

# WOLF'S

DES MOINES

## Keeping Up With Today

More and more Iowa radio fans are criticizing radio advertising, the Iowa Radio Audience Survey of 7,939 families showed. However, there were fewer objections to the manner in which the commercials are presented. Best-liked program advertising includes Fibber McGee, Chiquita Banana, Bob Hope and Jack Benny. Unanimously selected as having poorest advertising was Your Hit Parade. About 60 percent of those questioned answered "no" when asked whether radio could give the public better service. The next most popular suggestions for improvement besides reduction of commercials were fewer serial stories and more music.

*Slightly less than 10 percent of the 1,852 vacancies listed with the Iowa State Teacher Placement Office could be filled. Most of the positions filled were in Iowa. Out of 108 home economics graduates placed 92 are now in the state. Heaviest demand was for home economics teachers. The average starting salary for a home economics graduate was \$2,200 for 9 months.*

Experiments at Iowa State with the newest "wonder" drug, streptomycin, have included the hypodermic inoculations of 100 white mice with 180,000 units of the serum. Success of these experiments may ultimately mean a saving of many thousands of dollars for the nation's livestock producers. It is also hoped that such human diseases as tuberculosis, tuleremia and undulant fever may find a cure through this new drug. Among drawbacks to this use is the fact that the serum may prove poisonous when given over an extended period of time. Also an immunity may be developed even more readily than to penicillin.

*A syrup product that is just like corn syrup can be made with mold bran, say research chemists at Iowa State. Study to develop the mold bran process was begun to meet the war time shortage of malt for the production of industrial alcohol. Since the end of the war a private company has taken over. It is producing mold bran in an Eagle Grove plant at the rate of 10 tons a day. Study of the process to perfect it further is continuing in the Iowa State laboratories.*

A net cash income of \$8,085 for 1946 was a 40 percent gain over the 1944 figure of \$5,707 for 107 Iowa farm families. Detailed home account records kept during 1946 by these families have been tabulated by an Iowa State staff. Incomes in 1946 were nearly triple the figures for 1939. The total cash spent for living in 1946 climbed 18 percent over the previous year. The only exception in rising costs of home living items was on the house and its furnishings. These dropped about 23 percent. Largest single increase in expenses was for the family automobile. Food costs were on the up grade, but these families were using more and more home-produced foods, particularly meat. A ratio of 87 out of each 100 families keeping the accounts used freezer lockers.



*For Your*

# 'INFORMAL' Education



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| ☆ BRIDGE  | ☆ FORMAL DINNER PARTIES | ☆ CHESS     |

## MEMORIAL UNION

*Your College Club*



Maybe you had to be talked into eating spinach, but here's a health trio that bows in on flavor merit, JACK SPRAT FRUIT JUICES.

The three flavors . . . orange, grapefruit, or blended orange and grapefruit . . . give you the variety that keeps any one flavor from becoming monotonous. And the JACK SPRAT label guarantees their innate quality.

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